

Man in India 2016 vol.96 N7, pages 2075-2085

---

## **The second world war campaign poster as a creolized text (Structural-semantic, pragmatic and historical-cultural aspects)**

Gallyamova Z., Zakirova O., Ibragimova E., Tirigulova R., Molodets I.  
*Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia*

---

### **Abstract**

This article is devoted to peculiarities of the structural-semantic composition of the Second World War political poster with an account of its function in historical and cultural context. The aim of the study is to identify national cultural specifics of the agitation text. The study was conducted on the materials of campaign posters of the USSR, Germany and the USA. Types of posters and their target audience have been taken into account. This article provides information about the events of the Second World War, under conditions of which the posters were created, because certain events influence the content of the agitation text in a certain way. As part of this scientific research, a campaign poster is considered as an informational, structural and semantic unit of a creolized nature. This study is based on a comparative approach to the study of structural and semantic features of posters of different countries. For a detailed consideration of the texts, the authors used the following methods: A method of analysis of the interaction of iconic and verbal components, allowing to detect incrementing of meaning of the text, enhancing the pragmatic orientation of a campaign poster, and a method of analysis of the publicistic text with an account of linguistic and rhetorical parameters. The authors examined the methods of the spatial and semantic interaction of verbal and visual elements of creolized texts, the analysis of which revealed stimulus images that were the most typical for posters in USSR, Germany and the USA, reflecting the national, political and national priorities, and identified peculiarities of verbal and nonverbal components in the composition of the agitation text, that were typical of posters of the mentioned countries.

---

### **Keywords**

A campaign poster, A creolized text, A non-verbal code, A stimulus image., A verbal code